

# Send No Money

Try One of These Beautiful SILVERTONE Phonographs in Your Own Home for Two Weeks Without a Cent of Expense

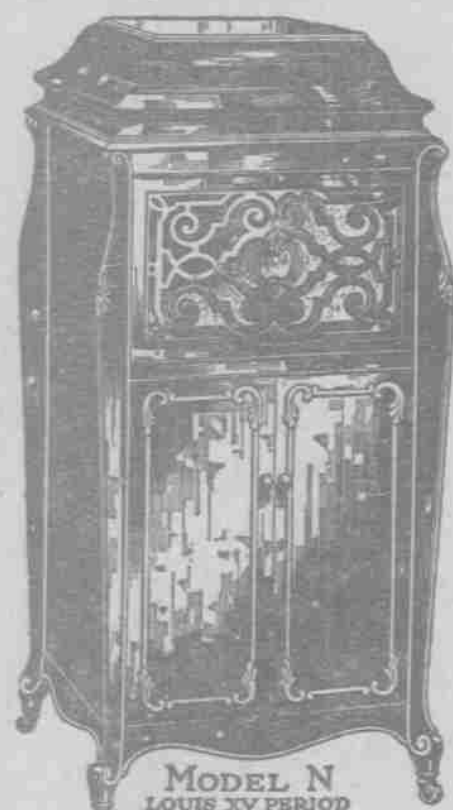
SELECT ANY SILVERTONE Phonograph shown on this page, fill in the order blank below and mail it to Sears, Roebuck and Co. today. Send no money with it! We will ship any SILVERTONE Phonograph on two weeks' trial. This trial will not cost you one cent, nor obligate you in any way. All we ask you to do is to give the phonograph a thorough test. Examine its mechanical features, cabinet work and finish. Try it with any kind of disc record you desire, and note its beauty of tone, how faithfully and accurately it restores every delicate shading of tone quality. Give it every test necessary to prove the truth of our claims for it. And then compare the price of the SILVERTONE with that of any other phonograph of the same size, quality and musical excellence.

If, at the end of this two weeks' trial, you are not fully satisfied with the phonograph, if you do not believe that mechanically, musically, and in workmanship, material and finish it is the equal of any other phonograph on the market selling at from 25 to 50 per cent higher prices, simply notify us and we will take away the phonograph at our own expense and will return any transportation and cartage charges you have paid.

## Play as You Pay—Very Easy Terms

If, after two weeks' trial, you are fully satisfied with the SILVERTONE and desire to keep it, send us the first monthly payment, then the same amount each month until the total is paid. The monthly payment required on each phonograph is shown under the illustrations. There is no interest or other extras of any kind to pay.

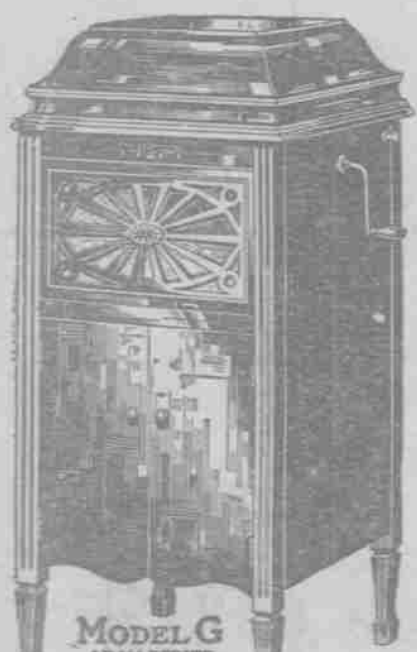
Note the very small amount of the payments necessary even on the highest priced models. Compare our terms with those offered on other phonographs. Our liberal payment plan makes it easy for you to own a fine phonograph without incurring a heavy financial burden. The payments are so small that you can enjoy your phonograph to the utmost while paying for it.



**MODEL N**  
LOUIS XV PERIOD  
**\$750 Price**  
A Month \$225.00  
Mahogany, Walnut or Fumed Oak  
Gold Plated Metal Parts  
SPECIFICATIONS:  
Height, 48 inches; width, 24 inches; depth, 24 inches. Net weight, ready to play, about 125 lbs.



**MODEL J**  
LOUIS XV PERIOD  
**\$600 Price**  
A Month \$165.00  
Mahogany, Walnut or Fumed Oak  
Gold Plated Metal Parts  
SPECIFICATIONS:  
Height, 46 inches; width, 21 inches; depth, 24 inches. Net weight, ready to play, about 85 lbs.



**MODEL G**  
ADAM PERIOD  
**\$450 Price**  
A Month \$115.00  
Mahogany, Walnut, Golden Oak or Fumed Oak  
SPECIFICATIONS:  
Height, 47 inches; width, 21 inches; depth, 22 inches. Net weight, ready to play, about 75 lbs.

| Cash Prices   |            |
|---|------------|
| For the convenience of those who prefer to pay cash we list below the cash prices of SILVERTONE Phonographs.  |            |
| If you pay cash, it is not necessary to fill out the order blank in full, but be sure to state plainly your name and address and how you want the instrument shipped. |            |
| Mark with a cross (X) the model you want and enclose with your order a check, postal or express money order for the amount of the cash price.                         |            |
| Model   | Cash Price |
| Model A   | \$27.50    |
| Model B   | \$29.00    |
| Model C   | \$30.00    |
| Model D   | \$31.00    |
| Model E   | \$32.00    |
| Model F   | \$33.00    |
| Model G   | \$34.00    |
| Model H   | \$35.00    |
| Model I   | \$36.00    |
| Model J   | \$37.00    |
| Model K   | \$38.00    |
| Model L   | \$39.00    |
| Model M   | \$40.00    |
| Model N   | \$41.00    |

## If SILVERTONE Phonographs Were Not Right in Every Respect We Could Not Offer Them on This Liberal No-Money-in-Advance Plan

Years of constant improvement in design and construction of the SILVERTONE have enabled us to produce a phonograph which will compare most favorably with any other phonograph on the market. We know that the SILVERTONE Phonograph is right in every respect—mechanically, musically and in design and finish. That is why we can offer them on this liberal no-money-down trial basis. We have sold over 300,000 SILVERTONE Phonographs, and the unanimous praise of their owners is the most convincing proof that they are right in every respect.

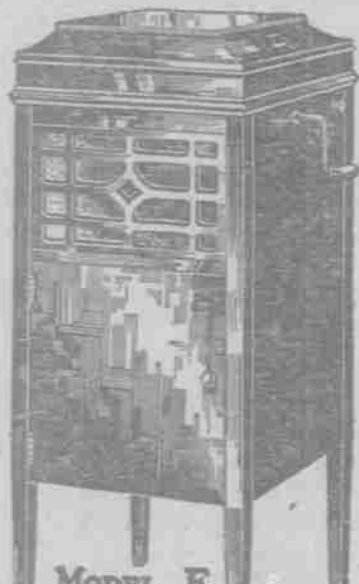
## Quantity Production and Direct From Factory to Consumer Selling Keep SILVERTONE Prices Low

We have kept the price of SILVERTONE Phonographs just as low as was consistent with their high quality. Building phonographs in enormous quantities has enabled us to reduce the manufacturing cost per phonograph to the very minimum. And our economical mode of selling direct from factory to consumer makes it possible to offer SILVERTONE Phonographs at prices from 25 to 50 per cent lower than any other phonograph of the same size, quality and musical excellence.

We want you to try one of these beautiful phonographs in your home for two weeks without the payment of one cent in advance on the phonograph and without obligating you in any way to buy if you are not fully satisfied with it. We believe that the home is the only place where a musical instrument can be given a thorough and satisfactory test. Select the model which pleases you, fill out the order blank and mail it today.



**MODEL C**  
**\$300 Price**  
A Month \$55.00  
Mahogany or Golden Oak  
SPECIFICATIONS:  
Height, 14 inches; width, 17 inches; depth, 20 inches. Net weight, ready to play, 40 pounds.



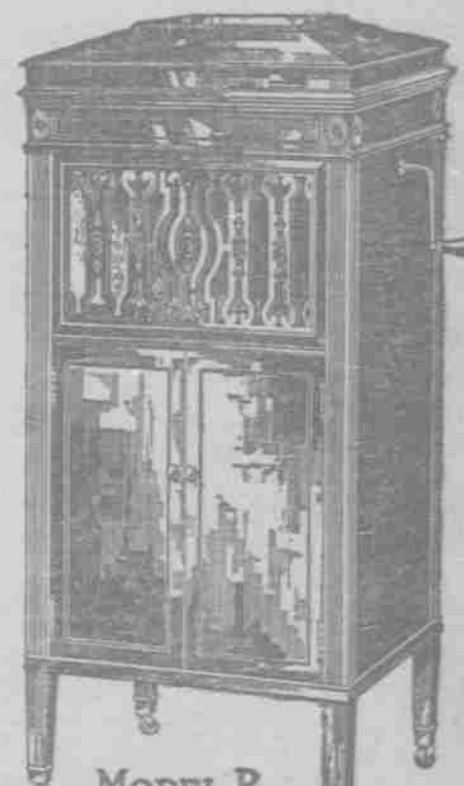
**MODEL E**  
**\$400 Price**  
A Month \$80.00  
Quarter Sawn Fumed Oak  
SPECIFICATIONS:  
Height, 40 inches; width, 24 inches; depth, 24 inches. Net weight, ready to play, 75 pounds.



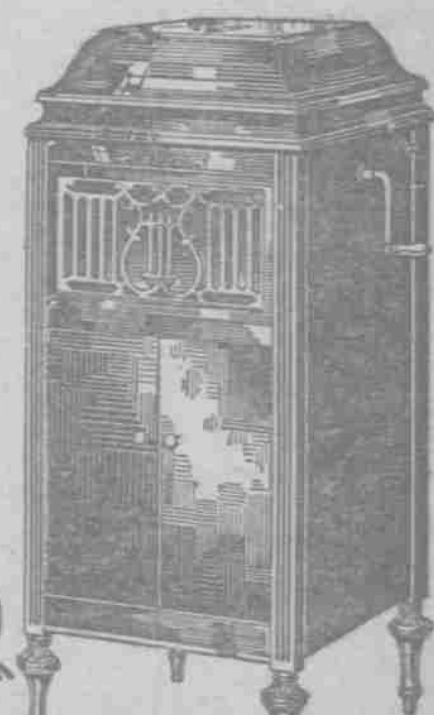
**MODEL A**  
**\$250 Price**  
A Month \$30.00  
Golden Oak  
SPECIFICATIONS:  
Height, 10 inches; width, 15 inches; depth, 15 inches. Net weight, ready to play, 30 pounds.



**MODEL S**  
QUEEN ANNE PERIOD CONSOLE  
**\$750 Price**  
A Month \$215.00  
Mahogany or Walnut  
Gold Plated Metal Parts  
SPECIFICATIONS:  
Height, 35 inches; width, 40 inches; depth, 24 inches. Net weight, ready to play, about 90 lbs.



**MODEL R**  
ADAM PERIOD  
**\$700 Price**  
A Month \$200.00  
Mahogany, Walnut or Fumed Oak  
Gold Plated Metal Parts  
SPECIFICATIONS:  
Height, 47 inches; width, 24 inches; depth, 24 inches. Net weight, ready to play, about 125 lbs.



**MODEL H**  
LOUIS XVI PERIOD  
**\$500 Price**  
A Month \$135.00  
Mahogany or American Walnut  
SPECIFICATIONS:  
Height, 40 inches; width, 20 inches; depth, 22 inches. Net weight, ready to play, about 75 lbs.

# Silvertone

## Order Blank

SEARS, ROEBUCK AND CO., DALLAS, TEXAS

You may also see the SILVERTONE Phonograph which I have marked with an (X), without any obligation on my part to buy unless I am perfectly satisfied.

If, after two weeks' trial, I decide to keep and use the instrument, I will send you the first payment for the phonograph and pay the same amount each month, until paid in full, then the SILVERTONE becomes my property.

Should I decide, after two weeks' trial, that the SILVERTONE is not satisfactory, I will notify you, and you are to give me a check for the amount of the cash price of the instrument, and I will return it to you in perfect condition, and you are to pay no charge for its return.

I have always been faithful in paying my obligations and am making this statement for the purpose of binding you to credit me three times, and I give you my promise that you may feel safe in trusting me to pay as agreed.

Sign \_\_\_\_\_ Date \_\_\_\_\_

Place your name here plainly and carefully. If under age, some member of your family who is of age and responsible should sign this order with you.

Residence \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_

Shipping Point \_\_\_\_\_ County \_\_\_\_\_ State \_\_\_\_\_

I have been located in this town about \_\_\_\_\_ If less than 5 years, give former address.

My business, occupation \_\_\_\_\_ Do you wish shipment made by express or freight?

Please give name of head of household to prevent mistakes and simplify the handling of our records.

NAME OF HEAD OF HOUSEHOLD \_\_\_\_\_

(Please give names of TWO references.) REFERENCES: \_\_\_\_\_

|  |  |
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| Model A Golden Oak.<br>Price, \$30.00<br>Payment, \$2.50 a month.  | Model J Mahogany.<br>Price, \$165.00<br>Payment, \$40.00 a month.  |
| Model C Mahogany.<br>Price, \$55.00<br>Payment, \$13.00 a month.   | Model K Fumed Oak.<br>Price, \$165.00<br>Payment, \$40.00 a month. |
| Model E Golden Oak.<br>Price, \$55.00<br>Payment, \$13.00 a month. | Model L Mahogany.<br>Price, \$200.00<br>Payment, \$50.00 a month.  |
| Model G Fumed Oak.<br>Price, \$80.00<br>Payment, \$20.00 a month.  | Model M Walnut.<br>Price, \$200.00<br>Payment, \$50.00 a month.    |
| Model H Mahogany.<br>Price, \$115.00<br>Payment, \$28.00 a month.  | Model N Walnut.<br>Price, \$200.00<br>Payment, \$50.00 a month.    |
| Model I Mahogany.<br>Price, \$115.00<br>Payment, \$28.00 a month.  | Model O Mahogany.<br>Price, \$200.00<br>Payment, \$50.00 a month.  |
| Model K Mahogany.<br>Price, \$115.00<br>Payment, \$28.00 a month.  | Model P Mahogany.<br>Price, \$200.00<br>Payment, \$50.00 a month.  |
| Model L Mahogany.<br>Price, \$115.00<br>Payment, \$28.00 a month.  | Model Q Mahogany.<br>Price, \$200.00<br>Payment, \$50.00 a month.  |
| Model M Walnut.<br>Price, \$115.00<br>Payment, \$28.00 a month.    | Model R Walnut.<br>Price, \$200.00<br>Payment, \$50.00 a month.    |
| Model N Walnut.<br>Price, \$115.00<br>Payment, \$28.00 a month.    | Model S Walnut.<br>Price, \$200.00<br>Payment, \$50.00 a month.    |
| Model O Mahogany.<br>Price, \$115.00<br>Payment, \$28.00 a month.  | Model T Mahogany.<br>Price, \$200.00<br>Payment, \$50.00 a month.  |
| Model P Mahogany.<br>Price, \$115.00<br>Payment, \$28.00 a month.  | Model U Mahogany.<br>Price, \$200.00<br>Payment, \$50.00 a month.  |
| Model Q Mahogany.<br>Price, \$115.00<br>Payment, \$28.00 a month.  | Model V Mahogany.<br>Price, \$200.00<br>Payment, \$50.00 a month.  |
| Model R Walnut.<br>Price, \$115.00<br>Payment, \$28.00 a month.    | Model W Walnut.<br>Price, \$200.00<br>Payment, \$50.00 a month.    |
| Model S Walnut.<br>Price, \$115.00<br>Payment, \$28.00 a month.    | Model X Walnut.<br>Price, \$200.00<br>Payment, \$50.00 a month.    |
| Model T Mahogany.<br>Price, \$115.00<br>Payment, \$28.00 a month.  | Model Y Walnut.<br>Price, \$200.00<br>Payment, \$50.00 a month.    |
| Model U Mahogany.<br>Price, \$115.00<br>Payment, \$28.00 a month.  | Model Z Walnut.<br>Price, \$200.00<br>Payment, \$50.00 a month.    |

# Sears, Roebuck and Co., Dallas, Texas